

September 21, 2017

To whom it may concern:

Company name: Macromill, Inc.

Representative: Scott Ernst, Representative

Executive Officer and Global CEO

( Ticker Code: 3978 TSE Section 1 )

**Macromill, Inc. Expands its Southeast Asian Reach**  
**by Forming a Strategic Partnership and Capital Alliance with W&S Holdings Co., Ltd.**

Global market research company Macromill, Inc. is pleased to announce a new strategic partnership with, and the acquisition of a minority stake in, W&S Holdings Co., Ltd. Through this partnership, Macromill aims to expand and enhance its business footprint in Southeast Asia, which is a high-growth research market driven by the accelerating migration from conventional to online marketing research.

W&S provides both online and offline marketing research business, along with research panel<sup>1</sup> supply business in Southeast Asia, mainly in Vietnam, Indonesia and Thailand. W&S has rich experience and a deep understanding of consumer interests and attitudes in each of these important countries.

Scott Ernst, Representative Executive Officer and Global CEO of Macromill, said: “As a pioneer in online marketing research, we are continually focused on developing industry-defining innovations that deliver real consumer insight for our clients. We expect the partnership with W&S will strengthen our capabilities in Southeast Asia. This partnership is also an important milestone in Macromill’s journey to become the first truly global digital research company.”

Yoshio Fujii, Founder and CEO of W&S, added: “The partnership with Macromill marks a big step for W&S to expand its business scale. By combining our experience and capability in Southeast Asia with Macromill’s extensive research track record and vast client base in both online marketing research and digital marketing solutions, we can deliver more distinctive insights and a competitive advantage to our clients.”

Macromill is committed to enhancing this strategic partnership and will acquire a 10% stake in W&S through a third-party allotment from them. The proceeds from Macromill investment will be used for further panel acquisition and enhancement in Southeast Asia.

**Ends**

## About Macromill

We are a rapidly growing global market research and digital marketing solutions provider. We bring together the collective power of our specialist companies to provide innovative data and insights that drive clients' smarter decisions. Our industry-leading digital research solutions deliver rapid and cost-effective solutions to the challenges businesses face today. We are headquartered in Tokyo and Rotterdam with over 30 offices across the Americas, Europe and Asia. Macromill serves more than 3,800 brands and agencies in more than 90 countries with over 1,800 experts worldwide.

Macromill Group companies include: Macromill, Inc., Dentsu Macromill Insight, Inc., M-Cube, Inc., M-Promo, Inc., Macromill Carenet, Inc., Macromill Embrain Co., Ltd., MetrixLab B.V., Oxyme B.V. and Precision Sample, LLC. For more information, please visit our Macromill Group website <https://www.macromill.com/global>

### [Company Overview of Macromill, Inc.]

Business Name: Macromill, Inc.  
Representative: Scott Ernst, Representative Executive Officer, Global CEO  
Headquarter: Minato-ku, Tokyo  
Established: January 31, 2000  
Main Business: Marketing research and digital marketing solution  
URL: <http://www.macromill.com/global>

### [Company Overview of W&S Holdings Co., Ltd.]

Business Name: W&S Holdings Co., Ltd.  
Representative: Yoshio Fujii, Founder and CEO  
Headquarter: Okayama-Shi, Okayama  
Established: July 28, 2014  
Main Business: Marketing research and research panel<sup>1</sup> supply in Southeast Asia  
URL: <http://wsgroup-asia.com>

#### Contact:

Masafumi Ohishi, Asia Marketing & PR – [ohishi@macromill.com](mailto:ohishi@macromill.com)  
Lisette Tan de Ronde, Global Marketing & PR – [l.tan.de.ronde@metrixlab.com](mailto:l.tan.de.ronde@metrixlab.com)  
Ryo Takahashi, IR & Stakeholders Communication – [r\\_takahashi@macromill.com](mailto:r_takahashi@macromill.com)

<sup>1</sup> Research Panel: A group of research participants (known as “panelists”) who have agreed to provide information, views, opinions or insights by responding to surveys, or whose activities (in everyday life, such as product purchases, and interaction on digital platforms) are tracked to generate databases from which data can be extracted for research. For purposes of individual research projects, respondents for a given survey can be selected based on attributes such as age, gender and purchasing history, among others.